

# MISSOURI DIVISION OF TOURISM

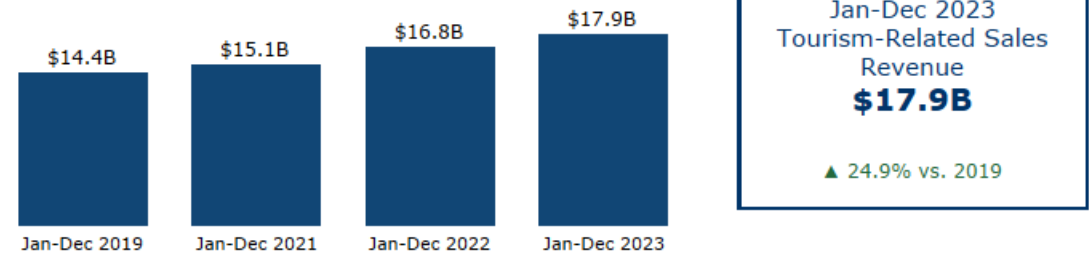
FEBRUARY 2024 TRAVEL BAROMETER  
(DATA AVAILABLE AS OF 3/07/24)





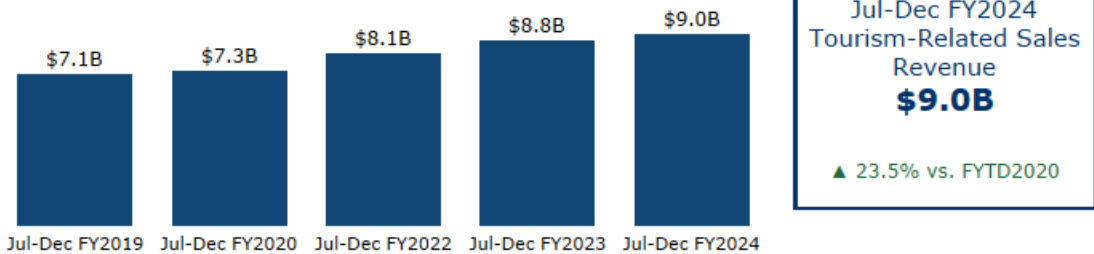
Calendar Year-to-Date

Tourism-Related Sales Revenue by Year  
Calendar Year

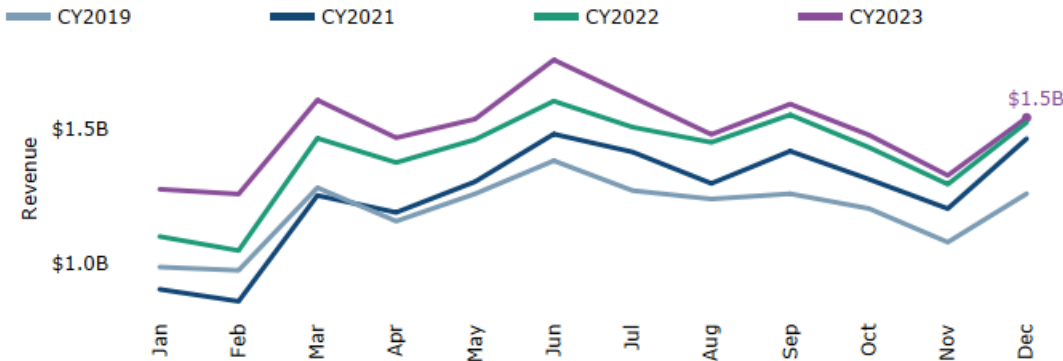


Fiscal Year-to-Date

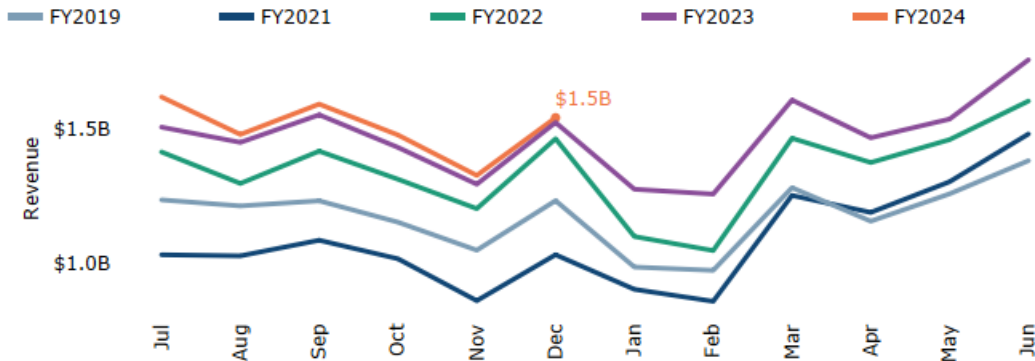
Tourism-Related Sales Revenue by Year  
Fiscal Year



Tourism-Related Sales Revenue by Month  
Calendar Year



Tourism-Related Sales Revenue by Month  
Fiscal Year



Note: NAICS codes fluctuate by month and by season even in a normal year  
STLY = Same Time Last Year



# Missouri Travel Barometer: Lodging

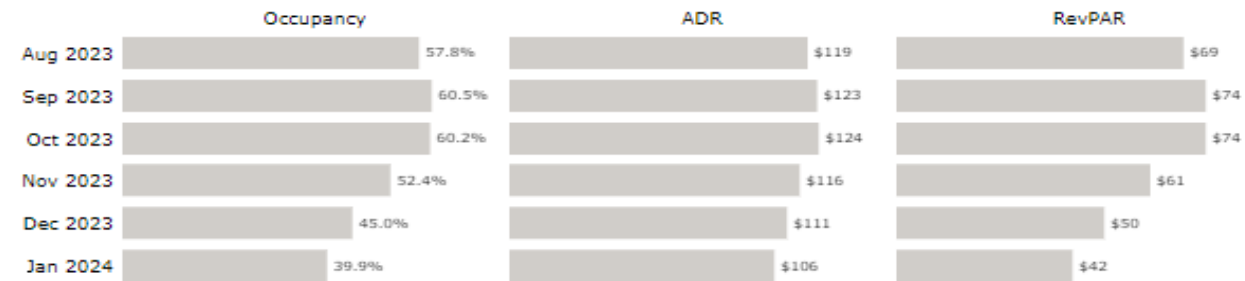


## Hotel Performance Summary

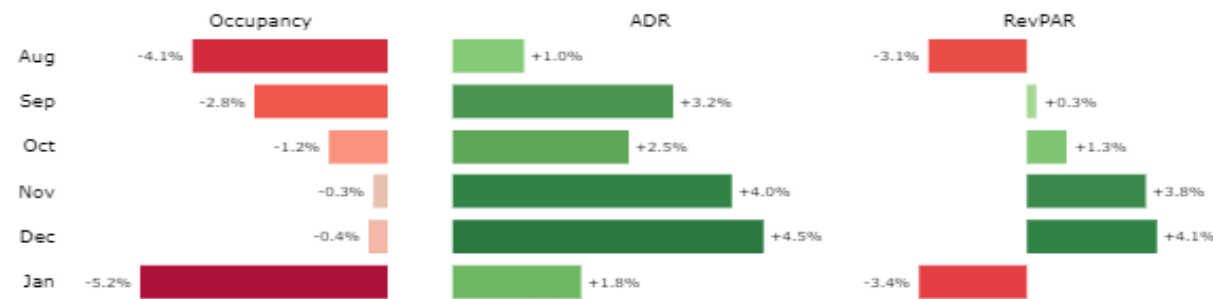
Missouri | January 2024

	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
	39.9%	\$105.64	\$42.17	3.3M	1.3M	\$137.8M
Change vs. Previous Year	▼ -5.2%	▲ 1.8%	▼ -3.4%	▲ 0.1%	▼ -5.1%	▼ -3.3%
YTD Calendar Year	39.9%	\$105.64	\$42.17	3.3M	1.3M	\$137.8M
YTD Change vs. Previous Year	▼ -5.2%	▲ 1.8%	▼ -3.4%	▲ 0.1%	▼ -5.1%	▼ -3.3%

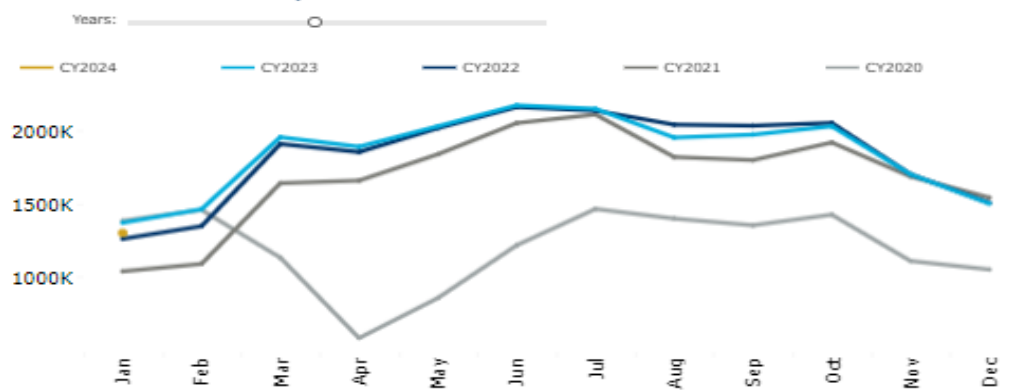
### Last Six Months Performance



### Last Six Months Performance vs. Previous Year



### Demand YOY Comparison



### Demand Long Term Trend



Source: STR  
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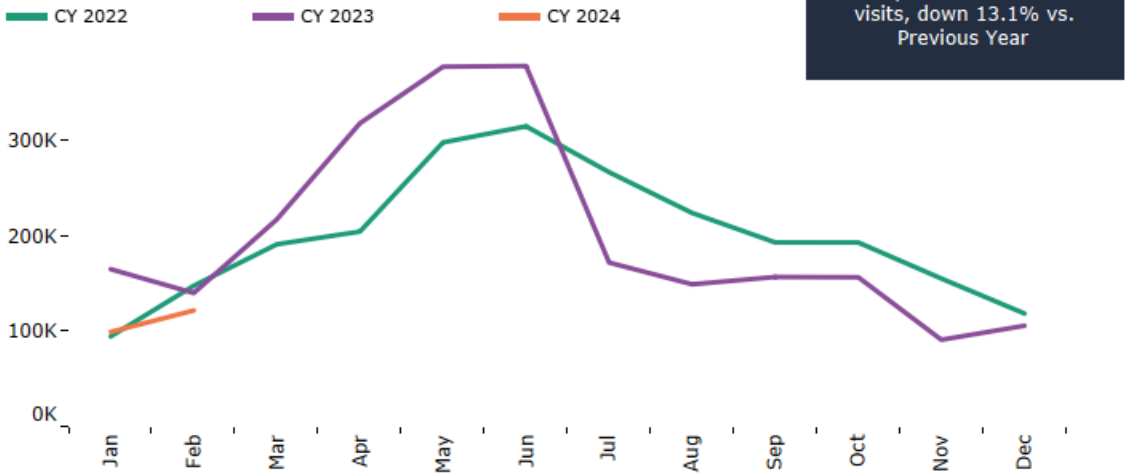
Calendar Year-to-Date



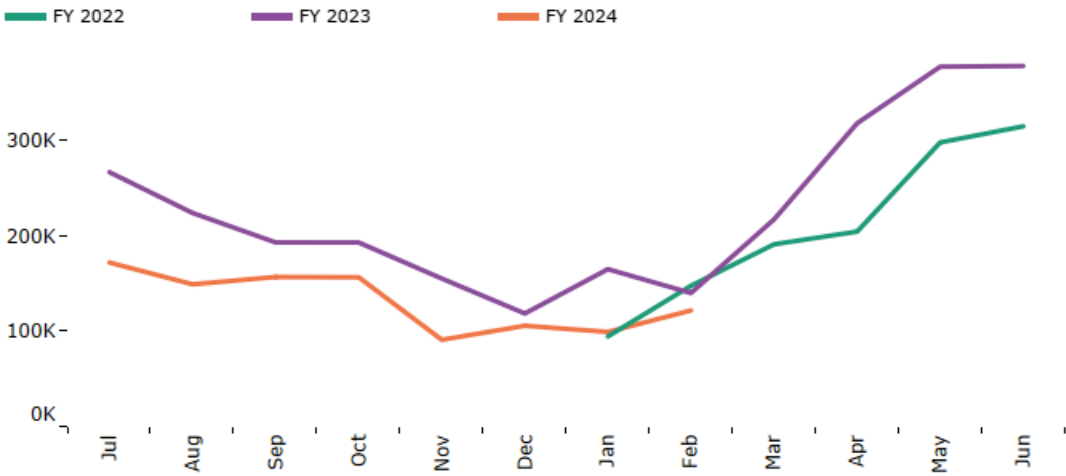
Fiscal Year-to-Date



Calendar Year Visits to VisitMO.com by Month



Fiscal Year Visits to VisitMO.com by Month



Source: Google Analytics  
May 2018 was the first full month of the new VisitMO website. Covid-19 began early 2020



Travel Guide Fulfillment

Feb 2024  
**3.2K**  
▼ -50.4% vs. STLY

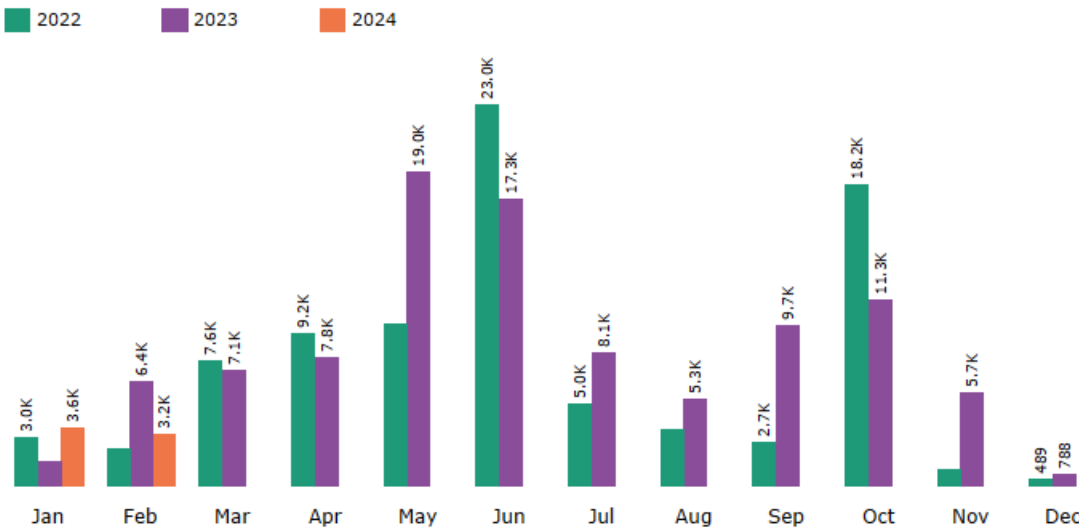
Jan-Feb 2024  
**6.7K**  
▼ -15.4% vs. STLY

Welcome Center Visits

Feb 2024  
**20.2K**  
▲ 19.1% vs. STLY

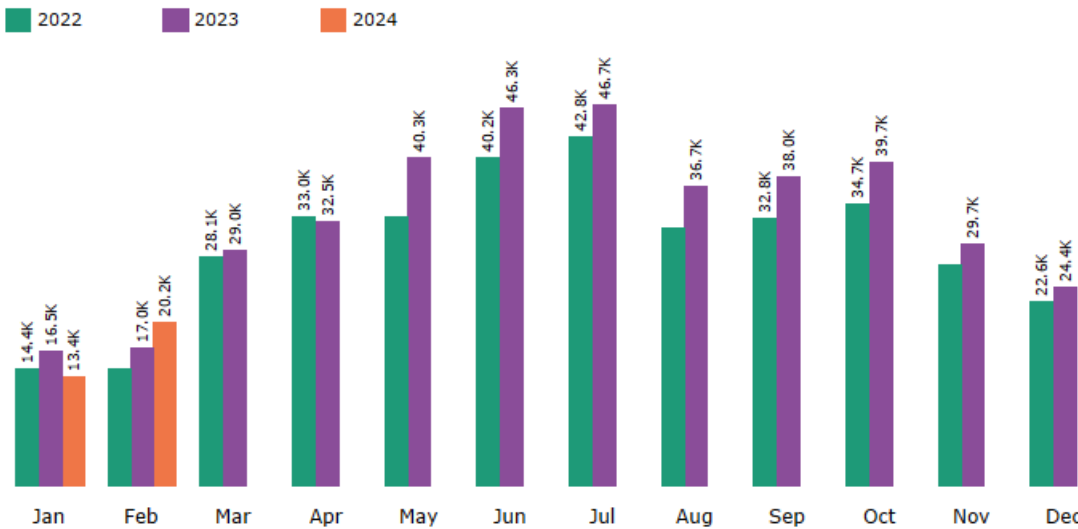
Jan-Feb 2024  
**33.6K**  
▲ 0.4% vs. STLY

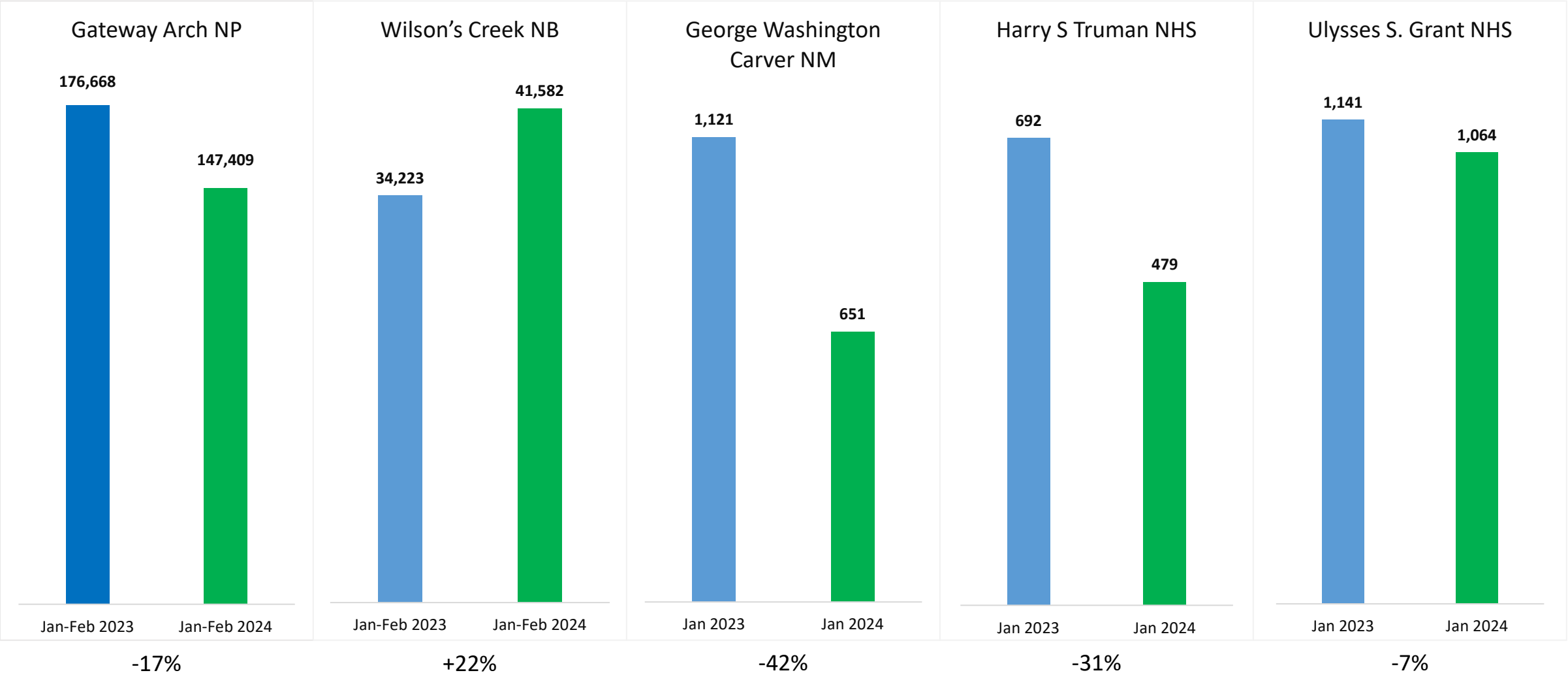
Fulfillment of Travel Guide Orders from All Sources by Month



Note: Visits to the MDT website and marketing responses will always fluctuate due to seasonal travel patterns. Travel guide orders come through website orders, RSL leads and telephone calls.

Welcome Center Visits by Month







# Benchmarking: Airport Throughput and Regional Employment

January 2024

Date January 2024

## TSA Throughput

January 2024

887.3K

YOY  
▲ 4.6%

Calendar Year-to-Date

887.3K

YOY  
▲ 4.6%

## TSA Throughput Comp Set

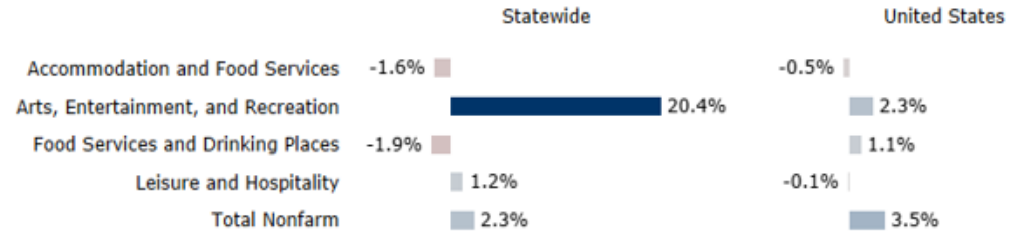
% Change YOY

	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24
Kansas City - MCI	21%	18%	15%	14%	20%	4%
Springfield - SGF	21%	21%	24%	24%	20%	15%
St Louis - STL	7%	4%	7%	10%	13%	4%
MO	13%	11%	12%	12%	16%	5%
USA	12%	10%	11%	10%	10%	6%

Source: TSA

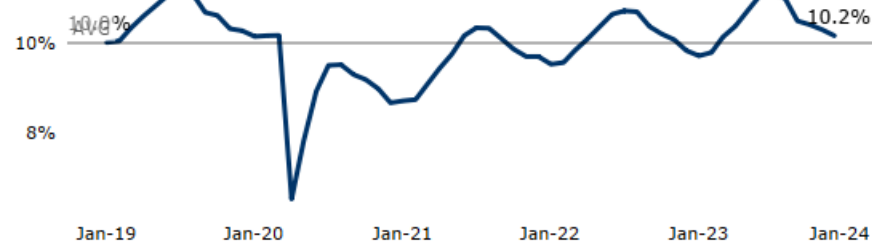
## Employment by Sector

% Change vs. 2019



## Leisure and Hospitality

As a % of Total Nonfarm



Source: Bureau of Labor Statistics; Employment is represented for Statewide